

PUBLIC INFORMATION OFFICER  
(unclassified)

DEFINITION

To develop and coordinate a public information program insuring a timely and comprehensible flow of information to the public concerning policies, programs, and activities of City Council and staff; to serve in a technical advisory capacity to City staff on questions of public information and to perform tasks as required.

SUPERVISION RECEIVED AND EXERCISED

General direction is provided by the City Manager.

ESSENTIAL DUTIES

Depending upon assignment, duties may include but are not limited to the following:

1. Identifies items of interest to the media and prepares and publishes press releases, Council action summaries, and feature stories on such items.
2. Designs and implements marketing campaigns to promote City services, programs and special events.
3. Advises City staff and City Council on effective public information methods and procedures.
4. Prepares and coordinates publication of periodic reports and newsletters and advises City staff on such publications.
5. Determines and maintains channels of communication to promote effective media relations.
6. Coordinates, surveys and analyzes public opinion and public knowledge of City programs and services.
7. Responds to inquiries from the public.
8. Addresses civic, service, trade and community groups.
9. Arranges tours and orientations for the media, visiting dignitaries and the general public.

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EXAMPLES OF DUTIES (continued)

10. Organizes and directs citizen outreach efforts through inter-departmental Community Outreach Group (COG).
11. Arranges staff training in public information techniques and principles.
12. Performs public information function of the Emergency Preparedness Plan and serves as a member of the Emergency Public Information Team.
13. Reviews mass mailing publications to residents of the City for clarity.
14. May supervise student interns on an ongoing basis and professional or technical staff on a project basis.

JOB RELATED AND ESSENTIAL QUALIFICATIONS

- A. Knowledge of effective practices and procedures in disseminating information to the public through media channels.
- B. Knowledge of graphics and layout principles.
- C. Knowledge of reproduction and printing technology including limitations and capabilities of various systems.
- D. Knowledge of direct mail procedures.
- E. Writing skill sufficient to produce clear, concise and readable copy on a wide variety of topics.
- F. Oral communication and listening skill to effectively respond to and inform groups and individuals.
- G. Analytical and research skill to collect, organize and interpret information on a wide range of topics.
- H. Interpersonal skill to initiate and maintain effective working relationships with media representatives, City Council, City staff, the general public as well as diverse community groups and individuals.

JOB RELATED AND ESSENTIAL QUALIFICATIONS (continued)

- I. Ability to handle pressure and deadlines and work on several projects or processes at the same time.
- J. Ability to effectively utilize computer skills including wordprocessing, desktop publishing and graphics programs to produce newsletters, brochures and other print pieces.

EXPERIENCE AND TRAINING

Any combination equivalent to experience and education that could likely provide the required knowledge and abilities would be qualifying. A typical way to obtain the knowledge and abilities would be:

Experience: Three years of increasingly responsible experience informing and educating the public via print and broadcast media.

Training: Equivalent to a bachelor's degree in journalism, English, public administration, organizational development, or a closely related field. A master's degree in public administration or related field is desirable.

SPECIAL REQUIREMENTS:

Essential duties require the following physical abilities: ability to use telephone equipment, access a personal computer and give oral presentations to City staff, the public and news media.

PROBATIONARY PERIOD: One year.

1120CS93

July, 1993

AAP GROUP: 4

FPPC STATUS: Designated

FLSA STATUS: Exempt